



PRESS RELEASE

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IKEA Museum celebrates Karin and Carl Larsson in the new exhibition "HOME REBELS"

On 29 November IKEA Museum in Älmhult opens a new exhibition named "HOME REBELS". The exhibition is a celebration to the artist couple Karin and Carl Larsson, two Swedish icons that broke the strict and formal interior ideals of their time. Their new way of thinking has had a big impact on the home and laid the foundation for what is today called "Allrummet" in Swedish, which has inspired IKEA over time.

With their, for the time period, modern way of placing the children throughout the home, as well as their style mix and bold colour choices, the Larsson couple changed the way of looking at the home. The Swedish term "Allrummet" later came to stand for the phenomenon they created; to make room for common activities at home.

"Karin and Carl Larsson wanted to create a home for the modern family, where children had a clear place and were allowed to move freely in all the rooms of the home. At the time, this was unconventional and pioneering, but it turned out later to become the norm. This is also one of the reasons why IKEA has been inspired by the couple over the years and that at the IKEA Museum we want to highlight their work in this exhibition," says Annemieke van Leeuwen, exhibition curator at IKEA Museum.

Much has changed since the time of Larsson. The exhibition "HOME REBELS" at IKEA Museum, in addition to the historical aspect, also explores how the livingroom looks today and what it might look like in the future. If the couple Larsson lived today, how would their home look? And how are the public spaces of today and tomorrow linked to the values that Karin and Carl Larsson had?

"The exhibition "HOME REBELS" is not just a historic tribute to the couple Larsson who were pioneers of their time. We also highlight the needs and values that survive over time, showing how their vision of the home as a place of community, play and learning could be seen in today's and tomorrow's home. The exhibition itself is built as a large public space where visitors are invited to interact, experience and get to know Larsson in a whole new way," says Annemieke van Leeuwen.

The exhibition, which will offer an experience for the whole family, is available at the IKEA Museum from November 29, 2018 to February 17, 2019.

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